

Case Study

Door Manufacturer Standardizes Packaging and Reduces Plastic Waste

The Challenge

A worldwide door manufacturer was relying on stretch film to ship their products but wanted a more sustainable and cost-effective packaging option that would help them achieve their corporate initiatives.

Goals:

- Improve packaging performance
- Standardize the packaging process
- Achieve sustainability goals
- Incorporate brand recognition



The Rocket Solution

Our in-house test lab performed tests of the manufacturer's current packaging system and recommended alternative packaging materials. The materials had to comply with the International Safe Transit Association (ISTA) to ensure the packaging solution would work in the manufacturer's distribution environment.

A solution was presented that would meet the manufacturer's corporate initiatives. A different load containment strategy included plastic banding and a dust cover to reduce stretch film usage with corner board that would increase brand recognition.

Results

- Less stretch film usage
- Increase in brand awareness
- Reduction in product damage

By partnering with Rocket Industrial, the manufacturer experiences less product damage from better packaging performance. It also helps standardize the packaging process across multiple locations.

Incorporating plastic banding and using a dust cover improves the packaging performance while reaching sustainability goals by reducing plastic waste by 75%. Plastic banding is also more easily recycled than stretch film. Utilizing printed corner boards allows the manufacturer to include their brand in their packaging.